



Outer Hebrides Tourism

AGM

MEETING

30th January 2025



WELCOME AND AGENDA

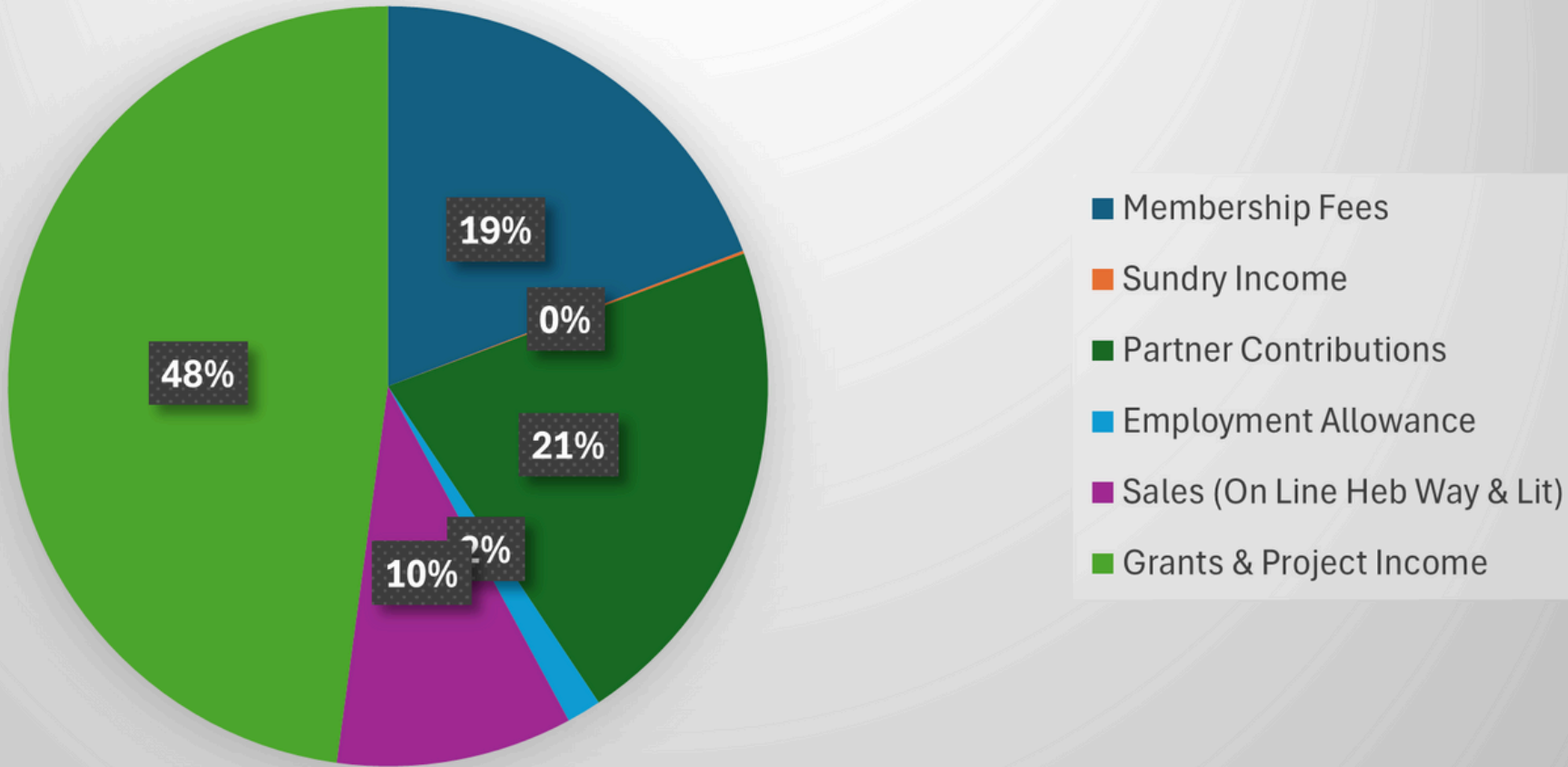
1. Welcome and apologies.
2. Previous AGM - Approval of the minutes of AGM held on 14th December 2023.
3. Financial reports & accounts.
4. CEO Report.
5. Office Bearers - to approve the Board and office bearers.
6. OHT Constitution update approval.
7. Any Other Competent Business.



TREASURER'S

REPORT

Income Combined 2023



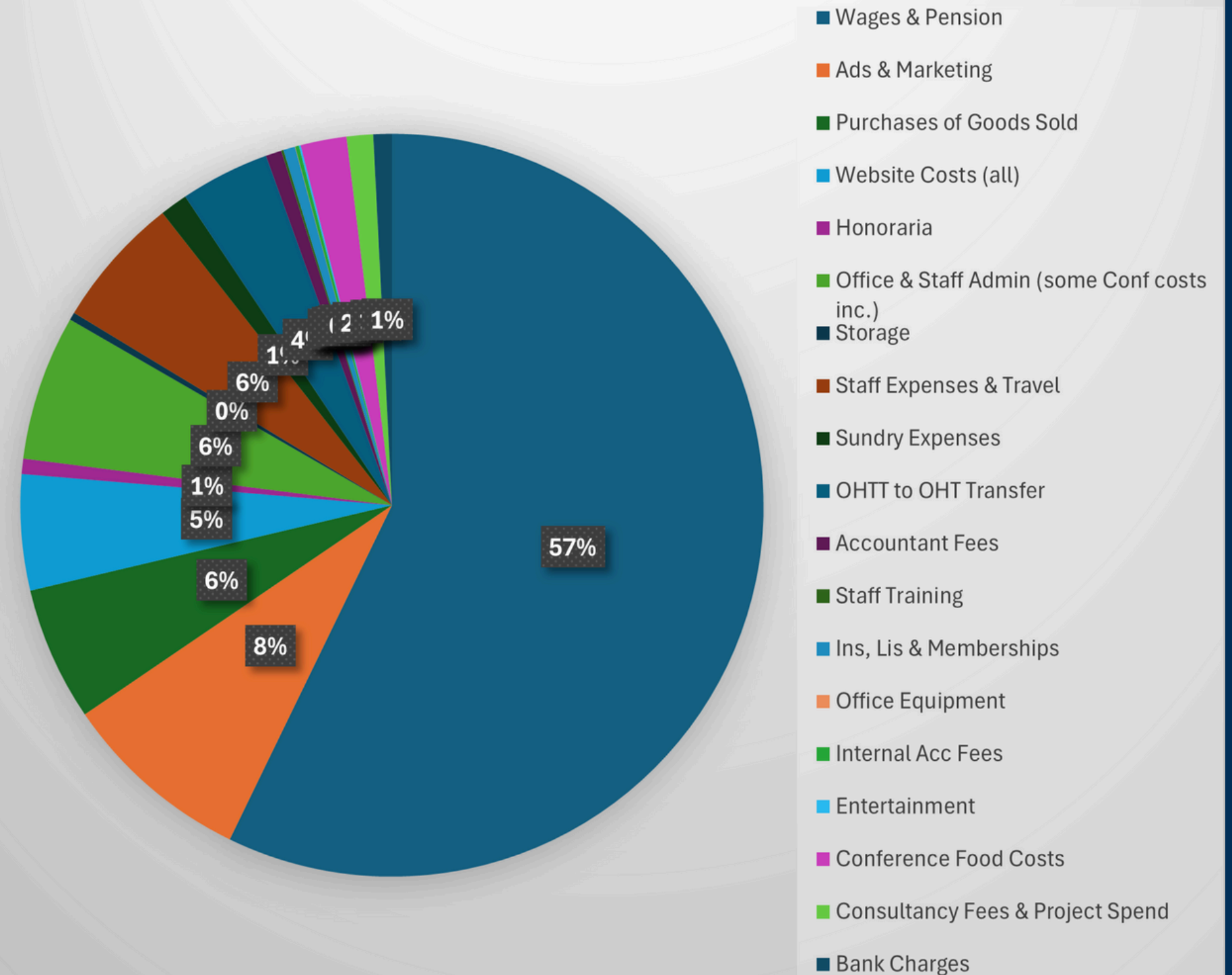
- 70% Grant & Partner
- 20% Membership
- 10% Sales

TREASURER'S

REPORT

- Conference 2023 Costs
- Staff Costs & Expenses x 6 staff
- Rest remain in line with other years

Expenditure Combined 2023



Combined	2023	2022
Income	£	£
Membership Fees	65,653	65,542
Sundry Income	431	3,235
Partner Contributions	72,896	135,654
Employment Allowance	5,000	5,000
Sales (On Line Heb Way & Lit)	34,371	13,176
Grants & Project Income	163,573	135,202
Bad Debt Recovery & Interest Received	0	35,480
Total	341,924	393,289

Profit before Tax	40,879	59,807
Combined Companies Carried forward	186,967	153,902

Expenditure	2023	2022
Wages & Pension	172,165	129,840
Ads & Marketing	24,963	3,239
Purchases of Goods Sold	17,532	9,507
Website Costs (all)	15,166	23,856
Honoraria	2,000	2,000
Office & Staff Admin (some Conf costs inc.)	19,041	5,256
Storage	1,008	840
Staff Expenses & Travel	17,292	15,862
Sundry Expenses	3,612	7,660
OHTT to OHT Transfer	11,700	12,540
Accountant Fees	2,069	1,877
Staff Training	300	0
Ins, Lis & Memberships	1,528	1,398
Office Equipment	46	46
Internal Acc Fees	485	416
Entertainment	243	1,122
Conference Food Costs	6,005	0
Consultancy Fees & Project Spend	3,470	116,585
Bank Charges	2,420	1,438
Total	301,045	333,482

● **Member Development & Promotion**

389 Members representing 519 island businesses

New member-linked social media approach

Member webinar series

Published guides (digital and print):

- Eat Drink Hebrides
- Made in the Outer Hebrides
- Visit Stornoway

24 Member newsletters & information shout-outs

Member 'Special Offers' promo on website

Member access to 'listing insights' enabled

Removal of non-member listings from website

● **Website & Digital**

530,000 + Website Users

2 million + Website Page Views

68,000 + Referrals from our website to members

25% increase in online bookings

136,000 + Social Media Followers, a 9% increase on 2023

Bùth Hebrides online marketplace launched

Stock line expansion on VOH online shop

2024

Review

● **Food & Drink**

Growth of EAT DRINK HEBRIDES network

Meet the Producer Barra event

Bùth Hebrides online produce portal

Food & Drink showcasing & promotion opportunities created:

- Scotland House
- Scottish Design Exchange
- Case studies & product placements

Outer Hebrides Fine Food & Drink Festivals in partnership with Flavour

Food & Drink sector objectives set & funding secured for delivery into 2025

World Food Travel Awards: Best Programme to Promote Culinary Culture to Visitors (nominee)

Highlands & Islands Food & Drink Awards: Best Food Tourism Experience (Highly Commended)

● **Marketing & Destination Development**

Time for Uist campaign - 25,500 video views & 10,000+ hits on VOH website

National Geographic 'Best of the World' 2025

Partner campaigns: Michelin 'Guide Vert', CalMac, Bradt, Lonely Planet

Wider promotional engagement: Eriskay Guinness Ad, 'Designing the Hebrides' & 'An-t-Eilean'

Inputting to proposals for Iolaire commemorative centre in Stornoway

Supporting messaging around Calanais Visitor Centre redevelopment

Response to closure of VisitScotland's iCentre network & pro-active planning and engagement with partners to develop proposals for reimagined Visitor Information service across the islands.

● **Policy, Data & Research**

Short Term Lets legislation engagement & member communication
Contribution to Scottish DMO survey & research
Contribution to Island Connectivity Plan consultation
OH Occupancy survey 2023 & Accommodation Audit Reports
Input to early-stage Visitor Levy scoping activity
Presentation to Culturality Project
Spioraid na Mara – Social Impact Assessment
Islands Deal - Tourism representation
Our Hebridean Welcome - Customer service training
Regular representation on over 10 island & industry forums

● **OHT Activity**

Completion of 3-Year Operational Plan
Hosted Foundation Apprenticeship
Initiated new Visit Outer Hebrides logo and brand refresh
Secured funding to implement elements of the OH Destination Net Zero plan

● **Industry Partnerships National & Local**

Sustained positive relationships with local & national partners including:
Scottish Tourism Alliance, VisitScotland, HIE, Comhairle nan Eilean Siar, Stornoway Port Authority,
Scotland Food & Drink, Scottish Government, SCOTO, Community Land Outer Hebrides

2025

PLANS & AMBITIONS

- Visitor Data 2025 Project Plans
- Visitor Information Provision and Development
- Membership Development
- VOH Industry Conference 2025
- VOH Brand Overhaul and Launch

OHT

CONSTITUTION

OHT Constitution Review Rational:

Last looked at in 2012, and time for an overhaul; our constitution needs to reflect how the organisation has grown and developed over the past 12 years. It's not exciting, but it is important! Members present at the AGM, need to approve the suggested changes.



OHT

OFFICE BEARERS

Approve Office Bearers

- Chair
- Secretary
- Treasurer





Outer Hebrides Tourism

THANK YOU

Any Other Business & Questions

